

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) In an apparatus reproducing video and audio signals by receiving a broadcast signal, a TV, comprising:

a storing unit for storing proper information of the TV and contact information of an Internet site; and

a controlling unit to access information from the Internet site using the stored proper information of the TV in response to ~~an action of a user~~ pressing a function selection key, the proper information of the TV and the contact information having been stored in the storing unit prior to the user pressing the function selection key, the controlling unit further displaying function information and feature information of the TV on a screen by using the stored contact information and the stored proper information.

2. (Previously Presented) The TV according to claim 1, wherein the Internet site is a product-related site.

3. (Previously Presented) The TV according to claim 1, wherein the function information and feature information of the TV is provided from a product-related site server.

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4. (Currently Amended) The TV according to claim 1, wherein the controlling unit transmits the proper information of the TV to a product-related site server in response to the pressing of the function selection key.

5. (Currently Amended) The TV according to claim 1, wherein the proper information of the TV is provided to a product-related site server through a network interface in response to the pressing of the function selection key.

6. (Previously Presented) The TV according to claim 1, wherein the proper information is a model name or a model number of the TV.

7. (Previously Presented) The TV according to claim 1, wherein the contact information is a URL (Uniform Resource Locator) of the Internet site.

8. (Previously Presented) The TV according to claim 1, wherein the function information is information corresponding to video or audio-related functions of the TV.

9. (Previously Presented) The TV according to claim 1, wherein the feature information is information corresponding to a special function of the TV.

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10. (Currently Amended) A control method of a TV, comprising:

when a key selection is made by a user, transmitting stored proper information of the TV from the TV to a product-related site by using stored contact information of the product-related site stored in the TV in advance of the key selection by the user, wherein the proper information includes a model name or a model number of the TV;

receiving menu information corresponding to the TV;

receiving information selected by the user in the menu information; and

displaying the selected information on a screen of the TV.
11. (Canceled)
12. (Previously Presented) The control method of the TV according to claim 10, wherein the proper information is transmitted by using the contact information of the product-related site.
13. (Original) The control method of the TV according to claim 12, wherein the contact information is a URL (Uniform Resource Locator).
14. (Canceled)

15. (Previously Presented) The control method of the TV according to claim 10, wherein the menu information is information corresponding to video or audio-related functions of the TV, and information corresponding to a special function of the TV.

16. (Previously Presented) The control method of the TV according to claim 10, wherein transmitting the stored proper information occurs when a function selection key signal is inputted by the user.

17. (Original) The control method of the TV according to claim 16, wherein the control method further comprises receiving and processing a broadcast signal when the function selection key signal is not inputted.

18. (Previously Presented) The control method of the TV according to claim 10, wherein the control method further comprises displaying general homepage information on the screen after receiving it when the proper information of the TV is not transmitted to the product-related site.

19. (Canceled)

20. (Currently Amended) A method comprising:

- receiving a key signal indicating a desire to obtain product-related information;
- transmitting previously-stored identifying information of a television system to a server in direct response to the received key signal, the identifying information having been stored in the television system prior to receiving the key signal;
- receiving information at the television system and from the server based on the transmitted previously-stored identifying information; and
- displaying the received information on a screen of the television system.

21. (Currently Amended) The method of claim 20, wherein the previously-stored identifying information comprises a model name of the television system stored in the television system prior to receiving the key signal.

22. (Currently Amended) The method of claim 20, wherein the previously-stored identifying information comprises a model number of the television system stored in the television system prior to receiving the key signal.

23. (Previously Presented) The method of claim 20, wherein transmitting previously-stored identifying information comprises transmitting the previously-stored identifying information of the television system based on previously-stored contact information of a website.

24. (Previously Presented) The method of claim 23, wherein the contact information comprises a URL (Uniform Resource Locator).

25. (Previously Presented) The method of claim 20, further comprising receiving menu information from the website in response to the transmitted previously-stored identifying information of the television system.

26. (Previously Presented) The method claim 25, wherein the menu information comprises information corresponding to video or audio-related functions of the TV, and information corresponding to a special function of the TV.